



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 329789

Schedule Dates 09/04/12-09/10/12

Advertiser Smith, Tom/R/SEN/PA (15776)

Agency SRCP - Stevens Reed Curcio & Potholm (2056)

Product Political - Federal Candidate (1067)

Brand POL/T SMITH/R/SEN/PA (114155)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name VONDERHEID,BETSY

Phone/Fax /

CPE 11/15/233

Account Types National/Political

Billing Type Standard

Comments

Date Entered 08/31/12

Last Modified 08/31/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06301936

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$6,952.50

Net Total \$39,397.50

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

47

47

Rate

\$46,350.00

\$46,350.00

(Signature)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	10A- Ellen	2		X	X	X	X			2	\$250.00	\$500.00	Pittsburgh (WPXI)	ELLEN/2	8/31/12
2.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P									2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	LATE NEWS/3	8/31/12
3.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	11:35P- 12:30A (EST)			1	1	1	1			3	\$350.00	\$1,050.00	Pittsburgh (WPXI)	TONIGHT SHOW /4	8/31/12
4.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	11:59A- Channel 11 News At Noon			1	1	1	1			4	\$275.00	\$1,100.00	Pittsburgh (WPXI)	NOON NEWS/5	8/31/12
5.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	4P- Judge Judy 4p			1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/6	8/31/12
6.0	Normal Line / Spot	09/04/12-09/05/12	5	:30	5P- 5:30P (EST)			1	1					2	\$550.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/7	8/31/12
7.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	5P- 5:30P (EST)									2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 5-530P/8	8/31/12
8.0	Normal Line / Spot	09/04/12-09/06/12	5	:30	5:58P- Channel 11 News At 6pm M-F			1	1	1				3	\$700.00	\$2,100.00	Pittsburgh (WPXI)	NEWS 6-630P/9	8/31/12
9.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	5:58P- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/10	8/31/12
10.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	5:59A- Channel 11 News 6am			1						1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/11	8/31/12
11.0	Normal Line / Spot	09/04/12-09/04/12	5	:30	5:59A- Channel 11 News 6am		1							1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 6-7A/11	8/31/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Agency SRCP - Stevens Reed Curcio & Potholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHEID,BETSY
Phone/Fax /
CPE 11/15/233
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/4
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/31/12
Last Modified 08/31/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06301936
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,952.50
Net Total \$39,397.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Sep. 2012
Grand Total:

Spots	Rate
47	\$46,350.00
47	\$46,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	09/04/12-09/05/12	5	:30	6:59P- Jeopardy			1	1					2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7-730P/13	8/31/12
13.0	Normal Line / Spot	09/06/12-09/07/12	5	:30	6:59P- Jeopardy					1	1			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	JEOP 7-730P/14	8/31/12
14.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	7A- 8A (EST)			X	X	X	X			2	\$475.00	\$950.00	Pittsburgh (WPXI)	TODAY 7-8A/15	8/31/12
15.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	8A- 9A (EST)			X	X	X	X			3	\$525.00	\$1,575.00	Pittsburgh (WPXI)	TODAY 8-9A/16	8/31/12
16.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	7:30P- 8P (EST)			X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	8/31/12
17.0	Normal Line / Spot	09/04/12-09/07/12	5	:30	9A- Today Show 9a			X	X	X	X			2	\$300.00	\$600.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/18	8/31/12
18.0	Normal Line / Spot	09/08/12-09/08/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/19	8/31/12
19.0	Normal Line / Spot	09/09/12-09/09/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/20	8/31/12
20.0	Normal Line / Sports- Local Pro	09/09/12-09/09/12	5	:30	8:13P- NBC Sunday Night Football								1	1	\$20,000.00	\$20,000.00	Pittsburgh (WPXI)	NFL STEELERS 805-12M/21	8/31/12
21.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	11:59A- Channel 11 News At Noon									1	\$275.00	\$275.00	Pittsburgh (WPXI)	NOON NEWS/5	8/31/12
22.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	4P- Judge Judy 4p									1	\$300.00	\$300.00	Pittsburgh (WPXI)	JUDGE JUDY 4p/6	8/31/12
23.0	Normal Line / Spot	09/10/12-09/10/12	5	:30	5:58P- Channel 11 News At 6pm M-F									1	\$775.00	\$775.00	Pittsburgh (WPXI)	NEWS 6-630P/10	8/31/12

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Brand	POL/T SMITH/R/SEN/PA (114155)	Headline #	06301936
Salesperson	Telerep/Washington DC, Washington DC (1040)	Demo	
Sales Office	Telerep/Washington DC	Order Type	Normal
Buyer Name	VONDERHEID,BETSY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/15/233	Commission	\$6,952.50
Account Types	National/Political	Net Total	\$39,397.50
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Comments	TOM SMITH 9/4 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

Pittsburgh (WPXI)			
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Grand Total:	47	\$46,350.00	

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24.0	Normal Line / Spot	09/05/12-09/07/12	5	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$500.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 6-7A/12	8/31/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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